

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Single Mixed Anemones

Anemones

With their bright and varied colors, Anemones make a splendid showing during the spring, and should be planted extensively. They are also excellent as cut flowers, and make pleasing bouquets. They should have a well-drained location, and the bulbs may be set 5 to 6 inches apart, and 2 to 3 inches deep with pointed ends downward. In our northern climates they must be dug and stored, and will keep well if dried hard, even if a complete planting season were skipped, and would bloom just as satisfactory the second season.

	Doz.	25
THE BRIDE. White	\$0.89	\$1.69
BLUE QUEEN. Blue89	1.69
HOLLANDIA. Red89	1.69
SINGLE. Mixed69	1.29
DOUBLE. Mixed73	1.34



Dutch Iris, Wedgewood

DUTCH IRIS

A new and early-flowering race coming into bloom just after the Tulips are gone. The flowers are large, resembling the Orchid, distinctive and brilliant in color. Flowers are of heavy texture, and when cut have wonderful keeping qualities. Bulbs should be planted in the fall, 5 inches deep, in well-drained soil, with slight protection after freezing weather sets in. We offer them here in a fine mixture, with a full variety of colors, all fine quality bulbs. White, blue and yellow. 18 for 67c; 36 for \$1.09; 72 for \$1.98.



Scilla Campanulata

WOOD HYACINTH (Scilla Campanulata)

All varieties of Scilla Campanulata are splendid for naturalizing, because they will flower in woodland and in shady places. They are effective in groups among the shrubbery or in the flower border. All have bells like small Hyacinths, forming long and graceful spikes. Permanent and bardy. Height 15 inches. Mixed colors of white, pink and blue.

12 for 63c, 25 for \$1.19, 50 for \$2.19,
100 for \$4.19

PEONIES

These flowers are gloriously magnificent, and their size and beauty increase year after year. Of speedy growth, and only a minimum of care is required for their cultivation. Take advantage of our new low prices and order now.

DELICATISSIMA. Large flowers of clear Hydrangea-pink; a fine cut flower, very fragrant, blooms medium late. Each, 49c; 3 for \$1.39.

FESTIVA MAXIMA. White, true rose-type blossoms; large size flowers; edges of center petals lined with carmine, giving a very pleasing effect. Each, 59c; 3 for \$1.73.

KARL ROSENFELD. Large globular dark crimson flowers, coming into bloom in early midseason. Each, 59c; 3 for \$1.73.

1 each of above varieties (3 plants) \$1.67
3 each of above varieties (9 plants) 4.67

Daffodils

Every garden lover will surely plant Narcissi freely, for they are one of the loveliest of the spring flowers, ideal both in the garden and for bouquets. Their delicate beauty and fragrance appeal to all, and they are so easy to grow—for they thrive in practically any climate, and are unequalled if a permanent planting is desired.

Croesus. One of the loveliest of the newer varieties. Perianth of light canary-yellow, opening flat, with broad, fluted cup of rich orange, free flowering and very desirable. A real prize-winner. 3 for 37c; 6 for 64c; 12 for \$1.19; 25 for \$2.19.

John Evelyn. An international favorite, and an outstanding variety among this class. Enormous, flat, pure white perianth, with a flat, lemon-yellow cup, densely frilled and fluted. Free flowering and a really fine new novelty. 3 for 43c; 6 for 77c; 12 for \$1.43; 25 for \$2.69.

King Alfred. The most glorious of all the yellow Daffodils. A giant in size and truly a lovely flower. 3 for 39c; 6 for 67c; 12 for \$1.27; 25 for \$2.49.

Orange Cup. Perianth clear yellow with bright orange cup, considered one of the finest of the Poetaz group. Bunch-flowering and fragrant. 3 for 33c; 6 for 56c; 12 for 98c; 25 for \$1.94.

Sir Watkin. Perianth primrose-yellow, large well-formed yellow cup; fragrant. This variety is of very easy culture. 3 for 26c; 6 for 44c; 12 for 78c; 25 for \$1.43.



King Alfred

Narcissus

FOR NATURALIZING

Practically any soil is suitable and naturalizing quantities of Daffodils in woods and fields produces a very lovely effect, both in the open and among trees and woodland. This fine mixture does not contain second grade or inferior bulbs, and includes a grand mixture of every type, Large Trumpets, Leedsii, Barri and Poeticus, a mixture that cannot be beaten for value, and worth much more than the price we list. A bit of meadow or orchard may be transformed into a delightful garden spot at ridiculously low cost.

Plant the bulbs at least 8 inches deep, and be sure they have adequate drainage. Place your order early, as the demand is increasing for these bulbs, and they should be planted before October 15th, or shortly thereafter. We cannot take orders for less than 25 bulbs.

25 for \$1.19, 50 for \$2.19,
100 for \$3.98



Sir Watkin



John Evelyn

Oriental Poppies

Shipping season for Poppies is during August and September, so order early. From our experience we have found that Poppies planted at other times usually fail.

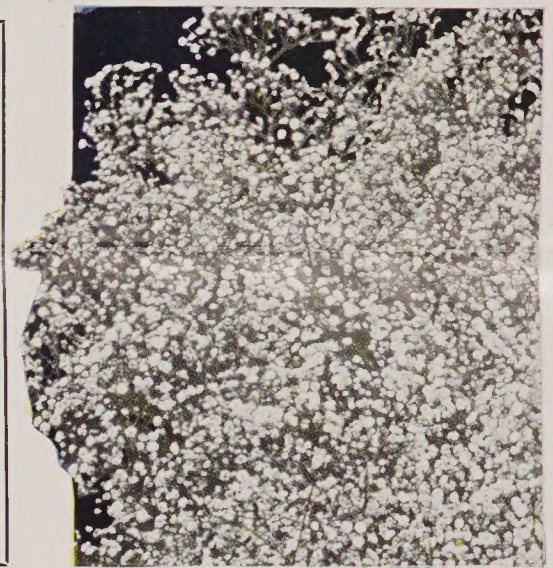
Orange Perfection. Brilliant orange. Each, 29c; 3 for 72c.

Mrs. Perry. Pinkish apricot. Each, 29c; 3 for 72c.

Perry's White. Very large and shapely, pure white. Each, 47c; 3 for \$1.13.



Orange Perfection



Double Baby's Breath

DOUBLE BABY'S BREATH "Bristol Fairy"

A sensational new development of the double flowering Gysophila; invaluable for cutting, with much larger florets in fuller panicles. The blooming season is longer, and may continue all summer. Pure white blossoms, slightly blushed in cool weather. 3 for \$1.29.

COLCHICUM

We are offering for the first time a most complete list of the newest varieties of this interesting novelty. The flowers of this new type are immense, much larger than those of the Autumnale class. They blossom during the months of September and October, producing very large flowers, in many instances more than 6 inches across. The foliage of this unusual bulb appears in the spring, and dies down during the month of June. The bulbs should be planted during the month of August for outdoor blooming. They may also be kept indoors where they will bloom in a window, without earth or water, and after blooming the bulbs may be planted outdoors. Please order early, as stock of all varieties is short. Do not order after September 1st if you wish the bulbs for blooms. Orders will be filled later, but then the bulbs are best planted at once for next year's blooming.



Colchicum

	Each	3
Autumnale Album. Pure white	\$0.39	\$1.14
Autumnale Major. Lavender29	.84
Bornmuelleri. Rosy lilac, largest blossoms. .39		1.14
Premier. Early blooming, large violet blossoms43	1.19
Purple Queen. Late blooming, producing 10 to 20 blooms per plant54	1.39



Madonna Lily

Hardy Garden LILIES

Lilium Candidum (Madonna Lily). White Lily; also known by many as "June Lilies", one of the oldest, loveliest, and best known Lilies. It is the earliest white outdoor garden Lily, which you have often admired, both for its rich perfume and snow-white flowers, borne 3 to 15 on a stem. Very hardy and will thrive in any light garden soil, with plenty of light and air. 25c each; 4 for 79c; 8 for \$1.53; 12 for \$1.99.

Lilium Croceum (Yellow Lily). This new Lily grows to a height of 3 to 4 feet, often bearing as many as 40 blossoms per plant. One of the finest and strongest orange-yellow flowers, a splendid addition to the garden. 45c each; 4 for \$1.49; 8 for \$2.87; 12 for \$3.99.

Lilium Speciosum Rubrum. (White with red spots.) An extremely graceful and beautiful flower of white, heavily spotted and tinted red, with especially prominent stamen and anthers which add greatly to the appearance of the flower. Attractive and graceful foliage, altogether the showiest Lily in this color class. 45c each; 4 for \$1.49; 8 for \$2.87; 12 for \$3.99.

Lilium Tigrinum (Orange Tiger Lily). Remarkably handsome Lily of easy culture, which produces large pyramidal heads of showy, brilliantly colored flowers in August and September. Rich orange-scarlet flowers, spotted crimson-brown, carried at a height of 5 feet; very hardy. 25c each; 4 for 79c; 8 for \$1.53; 12 for \$1.99.

Lilium Umbellatum Davuricum Erectum (Red Lily). A very free flowering Lily of easy culture, carries large masses of light orange-red flowers. Prefers a cool, shady position. Very effective grouped in shrubbery and flower borders. 30c each; 4 for 97c; 8 for \$1.93; 12 for \$2.74.

LILY COLLECTION

1 each of the above 5 Lilies for\$1.49
3 each of the above 5 Lilies (15 bulbs) 3.98



Regal Lily



Lilium Tigrinum



Lilium Speciosum Rubrum



Lilium Croceum

Special Offer REGAL LILIES

Truly a royal Lily, extraordinarily beautiful. A wonderful new and hardy Lily, native to Northern China, of very easy culture, for it thrives anywhere. The flowers, of great substance, are waxy white, with golden throat and yellow anthers, very fragrant. Blooms in July, and gives increased beauty for many years without transplanting.

Largest size: 3 for 79c, 12 for \$2.89, 25 for \$5.69.

Blooming size: 3 for 45c, 6 for 69c, 12 for \$1.00, 25 for \$2.00.

New Korean Hybrid CHRYSANTHEMUMS

Carrie. Clean, clear pale yellow, blossoming early	Each \$0.25	Doz. \$2.35
Ember. A brilliant glowing bronze color that is very conspicuous. A combination of coral and orange that changes with the light, with double blossoms25	2.35
Fortuna. A vigorous plant of medium height, with unique curly petaled, oxblood-red flowers. Very striking25	2.35
Hestia. Semi-double flowers on bushy plants of medium height, delicate rose-pink with white center25	2.35
King Midas. Large flowers, very double, lovely shade of soft yellow with bronze shadings; very prolific bloomer ..	.25	2.35
Niobe. A vigorous plant of compact habit, with glistening white flowers. Free bloomer25	2.35
Sappho. Pure yellow single flowers on a compact plant ..	.25	2.35
The Moor. Double flowers of large size, which blooms early. Port-wine-red blossoms noted for their intensity and brilliance25	2.35
Vesta. Single blossoms of deep golden orange, on a plant of medium height and great vigor25	2.35
Vulcan. A fragrant flower of glowing carmine-red, with a conspicuous golden center25	2.35

SPECIAL COLLECTION

1 each of above varieties
(10 plants)\$2.35
3 each of above varieties
(30 plants) 6.35

GARDEN IRIS

S.—Standards. F.—Falls.

Juanita. Large flowers of beautiful, clear blue, on a tall stem.
Kathryn Fryer. Standards large, bright yellow; F. deep violet-carmine.
Kochi. Lovely flowers of claret and purple.
Lent A. Williamson. S. Campanula-blue; F. rich royal purple.
Mme. Chereau. S. and F. pure white with clear frilled lavender edge.
Mother of Pearl. S. and F. pale bluish lavender, large flowers, perfect form.
Perfection. Rich violet-blue, free flowering.
Quaker Lady. S. smoky lavender with yellow shadings; F. blue.
Rhein Nixe. S. pure white; F. Pansy-violet.
W. J. Fryer. Ruffled standards of old gold; F. maroon with yellow edge.

IRIS COLLECTION

1 each of above 10 varieties
(10 plants) not separately labeled \$0.97
 3 each of above 10 varieties
(30 plants) labeled 2.73
 6 each of above 10 varieties
(60 plants) labeled 5.29



DUE TO THE EUROPEAN WAR no Tulip bulbs are expected to arrive in the United States from the Netherlands. Therefore for this coming fall the only Tulips available will be those grown in this country. The stock of Tulips available in this country is inadequate to supply the demand and wholesale prices on Tulips have sky-rocketed, but nevertheless we feel we are in a position to offer you a fine selection of **Mixed Tulip bulbs**, containing all the popular colors, such as red, pink, scarlet, yellow, rose, bronze, lavender, purple, white, cream and orange, as well as the intermediary shadings.

Mixed Tulip Bulbs

IN A WIDE RANGE OF COLOR

All Guaranteed Blooming Size

These Mixed Tulips are the tall-stemmed varieties and are especially mixed to bloom all at the same time. See illustration below.

12 for 65¢	100 for \$3.89
25 for \$1.23	250 for \$9.50
50 for \$2.19	1000 for \$34.75

TERMS

All bulbs and plants are shipped prepaid, if order amounts to \$2.00 or more, and is accompanied by cash. Please include extra 10c to cover transportation charges on orders less than \$2.00. Purchaser agrees to pay transportation and C. O. D. charges on C. O. D. shipments.

Rainbow Collection of Ten Colorful Beauties

Our Choice Assortment of Separate Colors

Red	Yellow	White	Bronze	Scarlet
Pink	Lavender	Black	Orange	Purple
5 EACH of 10 separate varieties (50 bulbs)				\$ 2.29
10 EACH of 10 separate varieties (100 bulbs)				4.39
25 EACH of the 10 separate varieties (250 bulbs)				10.79
100 EACH of the 10 separate varieties (1000 bulbs)				41.89

In Assortments Only—Each Color Separately Bagged and Marked

Anniston, Alabama,
April 6, 1940.
Gentlemen:
My Tulips that I bought from you during the festival last year are blooming and they are magnificent.
Yours very truly,
LEILA CARRINGTON.

Parrot Tulip FANTASY

The magnificent ruffled pink Parrot Tulip. Of a beautiful salmon-pink color with emerald-green shading, inside a most beautiful deep rose, with the petals laciniated in the characteristic manner of the Parrot Tulips. Nothing in existence approaches its splendor when planted in masses, or the wonderful beauty of the individual flowers.

6 for	\$0.49
12 for93
25 for	1.78
100 for	6.56





COLUMBINE—Aquilegia

COLUMBINE (Aquilegia)

Dainty, showy and desirable as a cut flower, available for Memorial Day. Bloom from early spring into July, preferring partial shade. These hybrids are a triumph following many years of crossing and selection; notable for size and sturdiness, long spurs, and the most extensive range of strong colors. Mixed Colors. Each, 15c; 4 for 45c; 8 for 85c; 12 for \$1.25.



Delphinium Hybrids

DELPHINIUM

New Giant Pacific Hybrid Strain. This strain by far surpasses in brilliance and variety of color any we have seen so far, producing flowers of huge size and various colors.

Dark Blue Shades. Each, 25c; 3 for 69c; 6 for \$1.17; 12 for \$2.19.

Light Blue Shades. Each, 25c; 3 for 69c; 6 for \$1.17; 12 for \$2.19.

Pastel Shades. Each, 25c; 3 for 69c; 6 for \$1.17; 12 for \$2.19.

All Shades and Colors Mixed. 3 for 69c; 6 for \$1.17; 12 for \$2.19.

PHLOX

Hardy Garden Phlox are the most effective and useful plants during the late summer and early fall. Their brilliant colors are loved by all, and they are effective planted in borders in the garden, or when used in bouquets. We are listing six outstanding varieties, in a good range of color, which will give the utmost enjoyment for years to come.



Special French



Bridesmaid



Beacon



Rijnstroom



Ethel Pritchard

Beacon. Brilliant cherry-red. 36 inches high. An excellent variety, and one of the best, with a straight, strong stem. Each, 15c.

B. Comte. Brilliant rich French purple, tall growing. Looks well when planted with yellow flowers. Each, 15c.

Bridesmaid. An outstanding variety, white flowers with a bright red eye. Each, 15c.

Ethel Pritchard. Delightful French-mauve colored Phlox. It is a strong grower, flowers freely, and should be planted with white or yellow flowers for best effect. Fairly tall grower. Each, 15c.

Rijnstroom. Fine Phlox with gigantic flowers of a bright salmon-rose. Quite tall, and continues in bloom until frost. Each, 15c.

Special French. A beautiful glowing pink with mammoth trusses, free flowering and tall. Each, 15c.

1 each of above 6 varieties	
(not separately labeled)	\$0.74
3 each of above 6 varieties	
(18 plants, labeled) ...	1.89
6 each of above 6 varieties	
(36 plants, labeled) ...	3.60

Sec. 562, P. L. & R.
U. S. POSTAGE

PAID

Permit No. 222
HOLLAND, MICH.

LIBRARY
RECEIVED
OCT 9 1940
U. S. Department of Agriculture

Div. of Fruit & Vegetable Crops
& Diseases
Bureau of Plant Industry
U. S. Dept. of Agriculture
Washington, D. C.

HOLLAND BULB COMPANY
HOLLAND, MICHIGAN



POSTMASTER: Forwarding or return postage guaranteed if forwarded to a new address. Notify sender on Form 3547. Postage for notice also guaranteed. If returned please state reason.

Butterfly Bush

(BUDDLEIA)

A majestic, hardy perennial, sometimes growing 6 feet tall, with delicate, long sprays of bloom, providing a rich contrast to other garden flowers, and a never-failing source of graceful fragrant blooms for house decoration during summer and early fall.

Charming. The new pink Buddleia, producing long sprays of lavender-pink in graceful profusion. Distinctively fragrant, ideal for cutting. A superb and stately beauty, hardy and prolific. Each, 69c; 3 for \$1.89.

Dubonnet. A brilliant wine-red variety, very free flowering, with fine long flower spikes fully round, eminently satisfactory as a cut flower, as well as being a great shrub for the garden. Each, 69c; 3 for \$1.89.

Ile de France. Prolific bloomer, enormous flowers of deep purple. A fine plant for flower garden or shrubbery border. Each, 48c; 3 for \$1.39.

1 each of the above varieties (3 plants)	\$1.74
3 each of the above varieties (9 plants)	4.84

DOUBLE RUSSIAN VIOLET

Purple-blue flowers, double, delicately sweet-scented. Perfectly hardy anywhere, and ideal for shady locations. 3 for \$1.19.

Double Russian Violet



New Pink Buddleia, Charming

THE VESPER IRIS

(Dichotoma)

The beautiful filigree of graceful branches of the Vesper Iris is studded with from one to two hundred jewel-like flowers, truly a mammoth bouquet. The delicately colored blossoms, which at a little distance resemble somewhat a multitude of gorgeous butterflies at rest, with motionless outstretched wings, vary in color, including such hues as cool translucent lavender, with markings of mahogany, copper, lemon, orange, brown or tyrian.

The Vesper Iris, which is exceedingly easy to grow, blooms for a month and resists both severe cold and intense heat with impunity.

Be the first one in your locality to grow this unique iris.

3 for 49 cents; 8 for 99 cents.

TALL AND DWARF IRIS

- ALLURE—A prize winner and one of the most delicately colored varieties in cultivation. An unusually exquisite pink and yellow ruffled flower.19
- AMERIND—An interesting sombre blend which somewhat resembles the color of an American Indian.18
- ASIA—One of the tallest and finest varieties in cultivation regardless of price. Immense silvery lavender flowers which are flushed with yellow. Every iris collection should contain Asia.19
- BALROUDOUR—A new orchid-like dwarf flower of yellow, violet and olive buff which is unsurpassed for edging or the rock garden. We regard this as the most outstanding dwarf iris thus far produced.14
- BRUNO—A vigorous variety in which fawn, rose, yellow and rich velvety red-purple combine to produce a gorgeously beautiful flower.18
- CAMELIARD—A brilliant variegata. The standards are yellow; falls overlaid wine-purple.19
- CARDINAL—Standards rosy-lavender; falls rich velvety prune-purple. As its name indicates, it is an unusually bright colored flower.18
- DARIEL—A sparkling blue iris with exceedingly rich colored leaves which has been greatly admired.17
- DAUNTLESS—A large, vigorous and free blooming variety which is universally regarded as one of the best reds. It should be in every collection.24
- DEPUTE NOMBLOT—Standards rosy-purple, overlaid brownish-gold; falls claret crimson. Many iris authorities regard this variety as the finest iris thus far produced.29
- DESERT DAWN—A magnificent yellow and lavender blend which is especially desirable as it blooms late, prolonging the iris season.21

DOLLY MADISON—Standards mauvette, shaded yellow at the base; F. lilac, shading to gold at the base. Large flowers of distinctive beauty, profusely produced. One of the finest varieties in the world today.....	18
DUKE OF BEDFORD—A very brilliant rich velvety deep purple variety which blooms freely.....	18
EL CAPITAN—One of the largest and finest varieties in cultivation. A deliciously fragrant violet-lavender flower of extraordinarily great size.....	24
ELIZABETH EGELBERG—A tall and large rosy pink.	18
EUPHONY—Mustard yellow with a delicate rose flush.	18
FRIEDA MOHR—A lovely large pink toned beauty.	24
GOLD IMPERIAL—A golden yellow which shines like a beacon in the garden.....	16
GRACE STURTEVANT—A velvety bronze-red of very heavy substance.....	24
HELIOS—One of the best yellows, large and graceful.	31
HENRI RIVIERE—Standards lemon yellow; F. mauve, with a canary yellow border. Vigorous and large.	23
INDIAN CHIEF—Standards pinkish red; falls velvety red. One of the best reds.....	17
LIBERTY BELL—An attractive white which is edged with lavender on the F. Dainty and attractive.	18
M. A. PORTER—A symphony of purple and red hard to describe. One of the most colorful varieties we grow.	21
MELCHOIR—A brilliant bronzy claret variety with ruffled velvety falls.....	19
MIDGARD—A delicate yellow and pink blend which is a universal favorite.....	17

MIDWEST—A free blooming gorgeously ruffled flower, peppered bright rose on a white ground. A beauty.	17
MORNING SPLENDOR—Fragrant. Standards petunia-violet; F. raisin-violet. Large flowers which produce an exquisite deep red effect in the sunlight.	17
NENE—Standards rose-lilac; F. purple-red, lighter at margin. The blossoms are huge, often measuring 9 inches from tip to tip.....	41
NYMPH—A bright yellow which blooms so freely that the blossoms almost hide the foliage.....	17
PANSY PURPLE—An excellent pansy purple dwarf.	14
PRESIDENT PILKINGTON—A blend of buff and blue; tall, large and fine.....	26
SENSATION—Enormous flowers of cornflower blue of unrivalled beauty.....	26
SOLFERINO—A tall striking lilac-red which sometimes bears ten open flowers on one stalk...	17
SWAZI—Standards bluish-violet; F. dark velvety pansy-violet.	17
WEDGEWOOD—A fine large flower of rich Wedgewood china blue. Outstanding.....	17
WHITE AND GOLD—A large pure white with a beautiful satiny sheen and a brilliant golden beard.	17
WHITE MARBLE—Its name describes its color. A tall excellent white.....	21
ZUA—A dwarf white which resembles somewhat crepe paper. Most unusual.....	16
ZULU—An exceedingly dark purple iris of unusual richness and brilliancy.....	21

Holland Bulb Co., Holland, Mich.

Grofast Cartridges

(MAKE PLANTS SHOOT UP)

Exciting News for Gardeners



Applying Vitamin B₁ by the Easy
Grofast Cartridge Method.



The Old Back-
Breaking Way.

Now even a child may, by the use of
GROFAST CARTRIDGES,
apply vitamin B₁ to the entire Garden

Price \$1 for 30 Cartridges

Apply Vitamin B₁ to Your Garden the Easy Way

Here are some of the results scientists have shown to be obtainable with Vitamin B₁: Daffodils 42 inches tall with blossoms as large as a salad plate. Roses with 5-inch buds. More luxuriant foliage. More rapidly growing seedlings. Earlier maturity of flowers and fruits. Better lawns. Fine flowers on plants that failed to bloom before.

The great advantage of GROFAST over ordinary Vitamin B₁ preparations is that it eliminates the labor involved in applying this wonder working product. No sprinkling cans, eyedroppers or other equipment are needed. A child may apply it. Remove the nozzle from your hose, drop a Grofast Cartridge into it, replace the nozzle, turn on the water, adjust the nozzle so it will produce a fine spray and then distribute Vitamin B₁ to any part of your garden.

It is inexpensive. Contrary to what you have every reason to expect, the cost is small, only \$1 for a box of 30 Cartridges, which is sufficient to "vitamize" a small garden once a week for an entire growing season.